

**LIQUID CRYSTAL DISPLAY IMAGER AND CLOCK REDUCTION METHOD****ABSTRACT**

- 5        A method (700) of reducing a column clock time in a liquid crystal display includes the step (706) of driving all pixels on a given row to black by switching all pixels on the given row to a first voltage ( $V_{cc}$ ) during a negative phase of a pixel until a row address selector (24) reaches an active video row and driving all pixels on the given row to black by switching all pixels on the given row to a second voltage ( $V_{ref}$ ) during a
- 10       positive phase of the pixel until the row address selector reaches the active video row. The method may further include the step (708) of incrementing the row address selector and repeating the driving all pixels on a row having unused pixels to black until the address selector reaches a row having active video.

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